

2019

JUNE 1-2 & 8-9

PARADE of HOMES



Calling All Builders and Realtors

- Unique Marketing Opportunity
- Reach Targeted Buyers

Over \$50,000 in marketing value to attract new construction home buyers!

NEW FOR 2019

- Expanded television, radio and social media advertising
- Robust public relations exposure
- A fully customizable website and app to enhance the visitors' and buyers' experiences including:
 - Home builder info and pictures
 - Mapping and driving directions
 - Online ticket purchases
 - Visitor tickets scanned at Builder's homes which aide in post-audience analysis
- Exclusive Parade of Homes Guide Magazine
- Increased Sponsor involvement
- Preview event for REALTORS®
- Judging and Awards

BUILDER ENTRY FEE:

- Members: \$3,500
- Non-members: \$4,100
- \$1,000 non-refundable deposit due with entry application



Proceeds Benefit

Center for Disability Services

Where people get better at life

APPLICATION FORM

Builder _____ Contact Name _____

Email _____ Cell Phone _____

Entry Address _____ Town _____ Subdivision _____

Current Construction Stage _____ Price Range \$ _____

Signature _____

Non refundable - \$1000 - Cardholder/Business Name _____

Credit Card# _____ EXP _____ CVC _____

Credit card payments are subject to a 3-percent administrative fee.

Email: paradeofhomes@crbra.com
 Phone: 518-579-0066 or
 Mail check to:
 10 Old Plank Road
 Clifton Park, NY 12065